

Appl. No. 09/653,840  
Amdt. Dated July 26, 2005  
Reply to Office Action of April 5, 2005

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appln. : 09/653,840  
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Title : Auction-Based Search Engine

TC/A.U. : 2178  
Examiner : Matthew J. Ludwig

Docket No. : 3551

Honorable Commissioner of  
Patents and Trademarks  
Washington, D.C. 20231

**AMENDMENT**

Dear Sir:

In response to the Office Action of April 5, 2005, please amend the above-identified application as follows:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (currently amended) A method of generating a target list of customers comprising the steps of:
  - (a) receiving a search criterion from a customer for producing search results;
  - (b) obtaining and transmitting the search results to the customer; and
  - (c) transmitting to the customer an invitation to be included in the target list related to the search criterion, said invitation comprising a clickable link.
2. (original) The method of claim 1 further comprising the step of receiving from the customer an acceptance of the invitation to be included in the target list, the acceptance including contact information for the customer.
3. (original) The method of claim 2, further comprising the step of transmitting a confirmation request using the contact information.
4. (original) The method of claim 3, further comprising the step of receiving a confirmation of the acceptance from the customer.
5. (original) The method of claim 4, further comprising the step of adding the contact information to the target list related to the keyword.